

Motion Picture Notes.

A new high record for the sale of motion pictures was established when the Strand management paid \$1,500 for a week and a half minutes of Goldbergs Animated Cartoons. J. A. Berst, Vice President and General Manager of the Strand Exchange, closed the deal with Mitchell Mark, President of the Strand Theatre Company. Among the "Rube" Goldbergs pictures slated for early release are "The Book of the Week," "From Kitchen to Kitchen," "The Book of the Week," "The Fatal Pie" and "Leap Year." The first Goldbergs picture will be shown at the Strand for a week, beginning Sunday.

Billy Burke, in one scene in her new film serial, "Gloria's Romance," drives her automobile straight into the Atlantic Ocean. In another scene she destroys a brook worth \$1,000.

Fashion Films, Inc., is ready to release the first edition of the new series of "The Ventures of Vanity." Miss Vanity, now graduating from college, is a debutante's wardrobe, and the film shows her selecting gowns in numerous fashionable shops.

Arthur Hernandez of New Rochelle has obtained final patents on his natural color film invention. A two-reel photograph demonstrating this method is to be shown at the Rialto in the near future.

Harold Edgerton, nephew of Otis Edgerton, has entered the production department of the Universal's Pacific Coast studios.

Mrs. Olga Petrova, now a film star, will read some of her own poems at a theatre in the near future.

L. R. Stark has accepted a position with the Rolfe Photo-Play, Inc., as assistant to Harry Hoyt in the scenario department.

Marguerite Snow's next picture is to be called "Notorious Gallagher." It will be a five-part feature.

Helen Knight, actress, has taken up scenario writing and is doing very well at it.

J. K. Murray, well known as a light opera baritone, is to do some film acting.

Robert C. Smith has been engaged as head camera man by the Popular Plays and Players.

A \$5,000,000 FILM SERIAL.

Popular Form of Entertainment Has Come to Stay, Mr. Berst Says. Plans for a \$5,000,000 motion picture serial programme were announced today by J. A. Berst, Vice President of Pathe Exchange, Inc. Pathe will release at least seven picture serials between May and May, 1917.

The continued motion picture is the serial literature of the screen," Mr. Berst said. "There always will be continued stories in the newspapers and the magazines, and there always will be continued stories on the screen. The motion picture serial has come to stay. The public demands this form of screen entertainment."

Pathe has contracted for the services of a number of authors of national prominence. Among those now actively engaged in connection with future serials are Louis Tracy, Randall Parrish, Albert Payson Terhune and Mrs. Wilson Woodrow.

Mr. Tracy is in Florida now rushing to completion a novel that is said to have an unusual and powerful theme. Balboa is producing the pictures under the direction of W. A. S. Douglas of the Pathe organization. For release later in the year Pathe is producing a serial story by Randall Parrish that suggests a present-day Monte Cristo. This serial is under the direction of Louis J. Gasnier, one of the foremost producers of the country.

Mr. Terhune, who novelized "The Red Circle," a recent Pathe serial release, is under contract for a new

series of stories. Mrs. Wilson Woodrow is the talented authoress of "Who's Guilty?" a picture serial.

DISEASE

Disease is principally a lack of attention due to the human organization, combined with negligence to repeated warnings. The physical structure, burdened and oppressed, cries out for assistance, mainly through the brain, in the form of headaches. The signal is disregarded.

DR. GREENE'S NERVURA

Helps headaches arising from any source by recharging and strengthening the entire nervous system, and with the nerve strong, liver active, headaches are an impossibility and threatening, serious or even fatal diseases are averted.

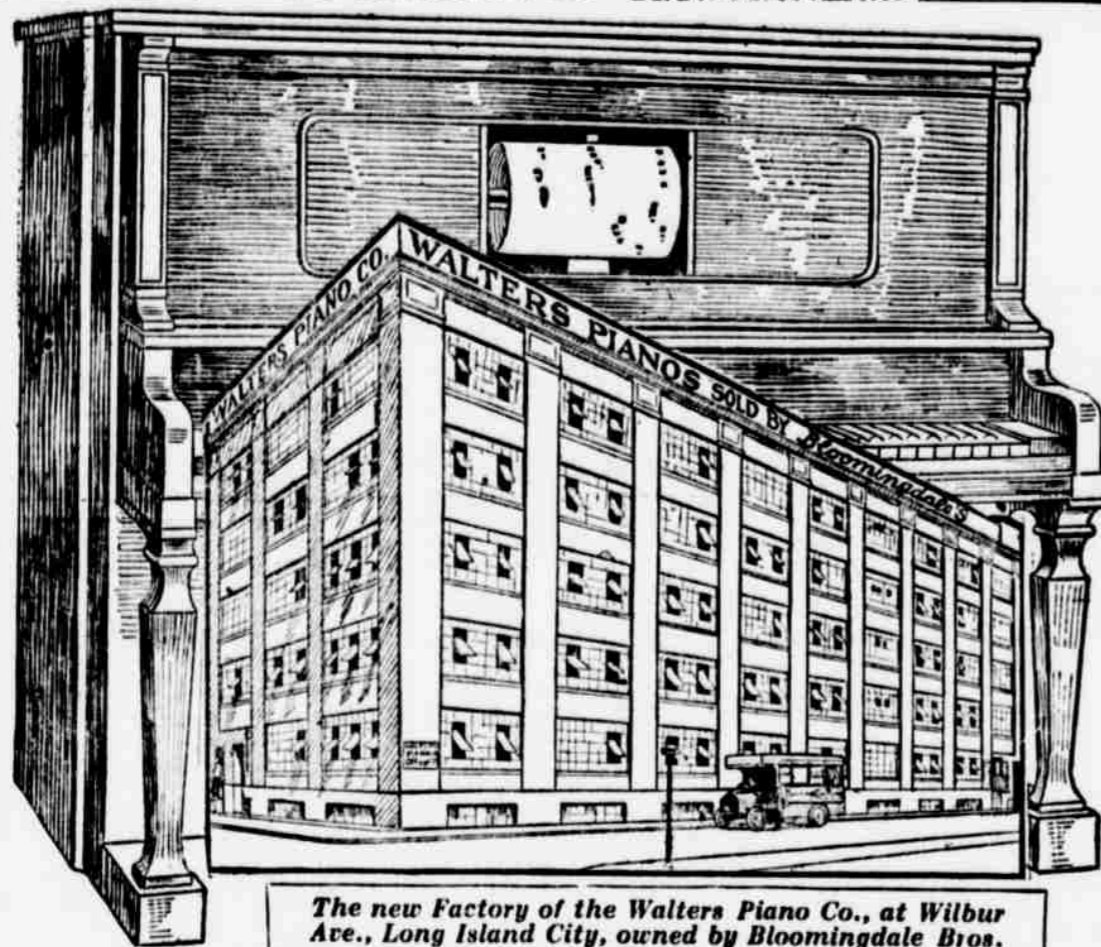
SOLD BY ALL DRUGGISTS

Dr. Greene will give free medical advice by mail if you write to this office and laboratory, 607 Albany St., Boston, Mass.

Don't fail to take advantage of this sale.

ALL CARS TRANSFER TO
"THE HOME OF TRUTH"
Bloomingdale's
59th to 60th Street Lex. to 3d Av. Phone 5900

If you cannot call write for particulars



The new factory of the Walters Piano Co., at Wilbur Ave., Long Island City, owned by Bloomingdale Bros.

THE LAST 2 DAYS OF BLOOMINGDALES' ANNUAL Factory Clearance Sale OF WALTERS PIANOS & PLAYER PIANOS

The remarkable feature of this sale is the fact that practically every piano offered is as good as new, being a sample or discontinued style, different in case design only from our regular lines of Walters Pianos. We also include in this sale a few Walters Pianos which have been out on rental or used for demonstration purposes in our salesrooms. Every instrument has been thoroughly overhauled in the Walters Piano Factory and

Bears the Bloomingdale Guarantee

You must call and see this splendid assortment of Pianos in order to fully appreciate the extraordinary values offered in this sale.

The prices on Pianos include Stool and Free Delivery. On Player Pianos they include 12 Rolls of Music, a Bench and Free Delivery. No Interest. No Extras.

5 Walters Pianos Large size, mahogany. Former Price \$145 Now \$125	10 Walters Pianos Beautiful plain mahogany. Former Price \$155 Now \$125	8 Walters Pianos Massive carved mahogany. Former Price \$165 Now \$125
11 Walters Pianos Colonial design, mahogany. Former Price \$175 Now \$125	12 Walters Pianos Almost new, mahogany. Former Price \$185 Now \$125	14 Walters Pianos Discontinued styles, mahogany. Former Price \$195 Now \$125
9 Walters Player Pianos Slightly used, mahogany. Former Price \$285 Now \$125	7 Walters Player Pianos Almost new, mahogany. Former Price \$325 Now \$125	13 Walters Player Pianos Discontinued styles, mahogany. Former Price \$345 Now \$125

ALL CARS TRANSFER TO
"THE HOME OF TRUTH"
Bloomingdale's
59th to 60th Street Lex. to 3d Av. Phone 5900

May White Sale

now in progress is
Breaking All Previous Records

Imported and Domestic Muslin Underwear
Extra Size Muslin Underwear
Corsets, Brassieres, Infants' and Children's Wear
in tremendous assortments of styles and prices—offering particularly attractive price inducements. While no imaginary "values" are quoted, the facts that our business is enormous indicates that comparisons made by others prove

Our Prices Are Very Moderate

This Sale Also Includes:
Table Linens Towels Cases Decorative Linens
Table Cloths Sheets Blankets White Goods
Napkins Towelling Comforters Bed Spreads

This sale is particularly timely for brides-to-be, hotels, boarding houses, institutions and Summer homes. Economical housewives should buy sufficient quantities to satisfy their needs for many months at these very special prices.

Spring & Summer House Dresses, 98c

At this unusually low price, we offer many new models of gingham, lawn or two-tone percale in various shades; also striped and fancy effects.

Collars and cuffs of voile with lace edge, or a combination of materials. Full skirts, with or without folds. All sizes up to 46 inches. 98c

Fur Storage

All furs left in our care for storage are thoroughly cleaned and carefully hung. Our cold storage vault (dry air system) preserves the natural beauty of the pelts. Booklet mailed on request. Furs called for. Phone Plaza 5900.

Silk-and-Wool Dress Poplin 40 Inches Wide, Yard 99c

At this very special price we offer an excellent quality firmly woven poplin in medium weight for suits, skirts, coats or dresses. Poplin is one of the season's most desirable fabrics. Colors are:

Tan	Steel Gray	Dark Brown	Myrtle
Taupe	Gold Blue	Russian Green	Navy
Pearl	Copenhagen	Helle	Black
Rose	Golden Brown	Plum	

Men's, Women's and Children's Hosiery at 11c the Pair

For Women, mercerized stockings that are seconds (they have little imperfections). Black, white and a variety of colors. Pair, 11c.

For Children, cotton hosiery; white only; fine ribbed. Pair, 11c.

For Men, mercerized socks with double soles. They are seconds of a good grade. White, gray, tan, navy or black. 11c.

At 17c the Pair
For Women, mercerized, double soled, seamless stockings; black or white. Also black cotton hose with white split feet.

For Children, one-by-one ribbed mercerized hose; black or white; all sizes. Pair, 17c.

For Men, fibre silk or silk lisle half hose, in black, navy, champagne, tan, white, dark or light gray. Pair, 17c.

Silk and Fibre Silk Hosiery at 35c the Pair
For Women, fibre silk hosiery with mercerized, garment like, reinforced heels and double soles, in colors to match the new footwear. Also black and white.

For Men, thread silk socks, full fashioned, with lisle soles in black, white, navy, gray, champagne. Also with vertical stripes or silk clockings in a variety of colors. Pair, 35c.

New Wall Paper Per Roll, 10c

A large assortment of rich floral, chambray, jasper or satin stripes for bedrooms and sitting rooms.

30-Inch Sunproof Oatmeal Paper in rich colorings for parlors, libraries, halls, etc.; special per roll, 19c.

A Special Purchase of Willow Arm Chairs To Be Disposed Of at \$2.89

Just at the beginning of the season we were offered 300 of these desirable chairs at an advantageous price. We have added to this collection 92 additional chairs which we had in our own stock. All are

Now Marked at \$2.89
Chairs are fashioned of French willow; seat is 18x20 1/2 inches. Back is 24 inches high.

Fancy cretonne cushions to fit, \$1 extra.

Good Floor Coverings

You will find on comparison that the prices below are as moderate as the coverings are good. If you have Floor Coverings in mind right now, for city or country home, here is an opportunity for economy—and satisfaction.

Inlaid Linoleums; the colors go through to the back; in parquet or tile designs, very moderately priced, yard, 75c.

Heavy Cork Linoleums, in hardwood or tile effects; for hall, kitchen, bathroom, or even dining room; yard, 75c.

Rugs in Variety
"Hit or Miss" Colonial Rag Rugs for Summer floor coverings in the country or in your city home; in wanted color combinations; cool and clean.

Imperial Seamless Axminster Rug, woven in one piece, in the new Spring designs and colorings; heavy and desirable size 9x12 ft. \$10.99

300 Men's and Young Men's Suits, \$10.00

For every-day business wear any one of these suits would be just right, although many of them are choice enough for wear on special occasions.

For the more conservative man we have two- or three-button soft roll collar models.

For the young fellow of 16 to 22 years, one of the "pinch-back" models will be wanted.

Materials are plain blue serges, worsteds and fancy chevrot in new shades and patterns.

33 to 46 chest measure in regular and stout sizes.

Men's Trousers, \$2.95

About 300 pairs, made of worsted or chevrot in neat stripe effects. Also plain blue serges or black Thibet. Sizes 34- to 54-inch waist measure.

Tomorrow We Will Hold a Special Sale of Silk Remnants, Yd., 50c, 75c, \$1.00

We have gone through our stocks very carefully and gathered together every short piece, from 1/2 yard to 6 yards in length. The assortment embraces the following weaves:

Charmeuse	Crepe de Chine	Shirtings	Peau de Cygne
Meteor	Satin Meteor	Messaline	Dress Satin
Satin	Printed Crepe	Taffeta	Trimming Silk
Pongee	Eponge	Etc.	Etc.

Up-to-the-minute materials for Spring and Summer wear, in lengths suitable for dresses, waists, skirts or coats; also for trimmings and linings. All are in desirable colors and patterns.

Complete Dress Forms Special at \$1.25

Space limitations in our stockrooms compel an immediate disposal of a very special purchase consisting of jersey-covered busts, the new model, with flat wire skirt on extension standard, sizes 32, 34, 36, 38, 40, 42. These dress forms answer the purpose of others which are priced much higher. The professional dressmaker or woman who does her own sewing will be particularly interested.

Waist Forms, 55c

Same model as above and in same sizes.

A Special Sale of Sewing Machines, \$19.75

To-morrow we place on sale 30 sewing machines which have been specially reduced for quick selling.

Each machine is a 4-drawer, automatic drop-head model, solid oak case and all attachments. Fully guaranteed.

Easy Payment Plan of \$1.00 Per Week

The following sewing machines also at very moderate prices:

Delight Rotary Cabinet	\$35.50	Justine Vibrating Shuttle	\$28.25
Knickerbocker Vibrating Shuttle	\$33.75	Delight Rotary	\$30.00

Sulkies for Youngsters

These popular vehicles answer a three-fold purpose. First, cumbersome carriages are dispensed with. Second, the children enjoy these light wagons. Third, easily folded and taken aboard cars or trains.

The following items give an idea of our large assortment at very low prices:

Sulkies, 98c
Substantial construction, with folding handle and rubber-tired wheels.

Sulkies, \$1.29
Semi-collapse model, with wood back and seat.

Sulkies, \$1.98
Reed body with wood seat; folding handle.

Sulkies, \$3.49
Semi-collapse model with reed body and fitted with hood.

Sulkies, \$3.98
Opens and folds with a simple motion; reclining back and deep foot well. Fitted with hood. Illustrated.

Sulkies, \$5.25
Folds compactly; reclining back and deep foot well. Fitted with hood. May be had in gray, brown or combination of black and white.

Sulkies, \$7.75
All reed body with reclining back; opens and folds with one motion. Fitted with hood.

Grocery Specials for This Week
Mall or 'phone orders promptly filled. Phone Plaza 5900.

Gold Medal Flour, 24-lb. bag, 10c.
H. & P. (Granulated) Sugar, 10-lb. bag, 10c.
Coca-Cola, 6 1/2-lb. cans, 10c.
Fruit Syrup, 10c.
Apples, California fruit, in 10-lb. crates, 10c.
Peaches, California fruit, in 10-lb. crates, 10c.
Apricots, California fruit, in 10-lb. crates, 10c.
Nectarines, California fruit, in 10-lb. crates, 10c.
Mangoes, California fruit, in 10-lb. crates, 10c.
Pineapples, California fruit, in 10-lb. crates, 10c.
Oranges, California fruit, in 10-lb. crates, 10c.
Lemons, California fruit, in 10-lb. crates, 10c.
Limes, California fruit, in 10-lb. crates, 10c.
Grapefruit, California fruit, in 10-lb. crates, 10c.
Pomegranates, California fruit, in 10-lb. crates, 10c.
Figs, California fruit, in 10-lb. crates, 10c.
Dates, California fruit, in 10-lb. crates, 10c.
Walnuts, California fruit, in 10-lb. crates, 10c.
Almonds, California fruit, in 10-lb. crates, 10c.
Pistachios, California fruit, in 10-lb. crates, 10c.
Chestnuts, California fruit, in 10-lb. crates, 10c.
Macadamia, California fruit, in 10-lb. crates, 10c.
Brazilian, California fruit, in 10-lb. crates, 10c.
Coffees, a la carte, 10c.
Tea, Chinese, 10c.
Ginseng, 10c.
Licorice, 10c.
Cocoa, 10c.
Chocolate, 10c.
Ice cream, 10c.
Frozen fruit, 10c.
Frozen vegetables, 10c.
Frozen meats, 10c.
Frozen fish, 10c.
Frozen eggs, 10c.
Frozen milk, 10c.
Frozen butter, 10c.
Frozen oil, 10c.
Frozen sugar, 10c.
Frozen salt, 10c.
Frozen vinegar, 10c.
Frozen ketchup, 10c.
Frozen mustard, 10c.
Frozen mayonnaise, 10c.
Frozen dressing, 10c.
Frozen sauce, 10c.
Frozen gravy, 10c.
Frozen stock, 10c.
Frozen broth, 10c.
Frozen soup, 10c.
Frozen stew, 10c.
Frozen casserole, 10c.
Frozen pie, 10c.
Frozen cake, 10c.
Frozen bread, 10c.
Frozen rolls, 10c.
Frozen buns, 10c.
Frozen pastries, 10c.
Frozen tarts, 10c.
Frozen puddings, 10c.
Frozen custards, 10c.
Frozen ice cream, 10c.
Frozen sherbet, 10c.
Frozen sorbet, 10c.
Frozen fruit, 10c.
Frozen vegetables, 10c.
Frozen meats, 10c.
Frozen fish, 10c.
Frozen eggs, 10c.
Frozen milk, 10c.
Frozen butter, 10c.
Frozen oil, 10c.
Frozen sugar, 10c.
Frozen salt, 10c.
Frozen vinegar, 10c.
Frozen ketchup, 10c.
Frozen mustard, 10c.
Frozen mayonnaise, 10c.
Frozen dressing, 10c.
Frozen sauce, 10c.
Frozen gravy, 10c.
Frozen stock, 10c.
Frozen broth, 10c.
Frozen soup, 10c.
Frozen stew, 10c.
Frozen casserole, 10c.
Frozen pie, 10c.
Frozen cake, 10c.
Frozen bread, 10c.
Frozen rolls, 10c.
Frozen buns, 10c.
Frozen pastries, 10c.
Frozen tarts, 10c.
Frozen puddings, 10c.
Frozen custards, 10c.
Frozen ice cream, 10c.
Frozen sherbet, 10c.
Frozen sorbet, 10c.

HOW GOOD THAT MUSTEROLE FEELS!

It Gets to That Sore Spot Like Magic.

A-ah! That's delicious relief for those sore muscles, those stiff joints, that lame back.

MUSTEROLE is a clean, white ointment, made with the oil of mustard and other home simples.

It does the work of the old-fashioned mustard plaster, minus the plaster and minus the blister.

You simply rub MUSTEROLE on the spot where the pain is—rub it on briskly and the pain is gone.

No muss, no bother. Just comforting, soothing relief—first a gentle glow, then a delightful sense of coolness. And best of all, no blisters! No old-fashioned mustard plaster used to make.

There is nothing like MUSTEROLE for Sore Throat, Bronchitis, Tonsillitis, Croup, Stiff Neck, Asthma, Neuralgia, Headache, Congestion, Pleurisy, Rheumatism, Lumbago, Pains and Aches of the Back or Joints, Sprains, Sore Muscles, Bruises, Chills, Frosted Feet and Colds of the Chest (it often prevents Pneumonia).

At your druggist's, in 25c and 50c jars, and a special large hospital size for \$2.50. Be sure you get the genuine MUSTEROLE. Refuse imitations—get what you ask for. The Musterole Company, Cleveland, Ohio.

STEAMBOATS.

Sight-Seeing Yachts
Leave Battery Pier 10 to 30, 2:30. Tel. Broad 5373
KEANSBURG, N.J. (Bata, beginning May 10, 1916, will be Battery Yachts)
8:30 A. M. - 8:30 P. M. (See ad. page 2 P. M.)
Mon. 8:30 A. M. - 8:30 P. M. (See ad. page 2 P. M.)

FOR SALE.

THIS ELEGANT ELGIN WATCH CHAIN & KNIFE SPECIAL \$12.50
\$1.00 DOWN - 50¢ WEEKLY

CASTLE 1374 BROADWAY
2 DOORS ABOVE 37th ST.
OPEN SATURDAY EVE.

SMALL DEPT. WITH WEEKLY

Looking for 1st class women
PRUDENTIAL CO., 150 Broadway
1st Floor, 150 Broadway
404-406 E. 14th St., 3d Ave.
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Diamonds on Credit

AMERICAN WATCH & JEWELRY CO.
6 Madison Lane, Tel. Gt. 8667, Agent Call.
\$1 weekly, \$25 diamond engagement ring, watch, jewelry, etc. on credit, 14¢ to 125¢, from 30¢

All lost or found articles advertised in The World will be listed at The World's Information Bureau, Pulitzer Building, Arcade, Park Row, World's Up-town Office, northwest corner 35th St. and Broadway; World's Building, 150 West 125th St. and World's Brooklyn Office, 212 Washington St., Brooklyn, for 30 days following the printing of the advertisement.

ALL CARS TRANSFER TO BLOOMINGDALES' 59th to 60th St. Lex. to 3d Av.

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